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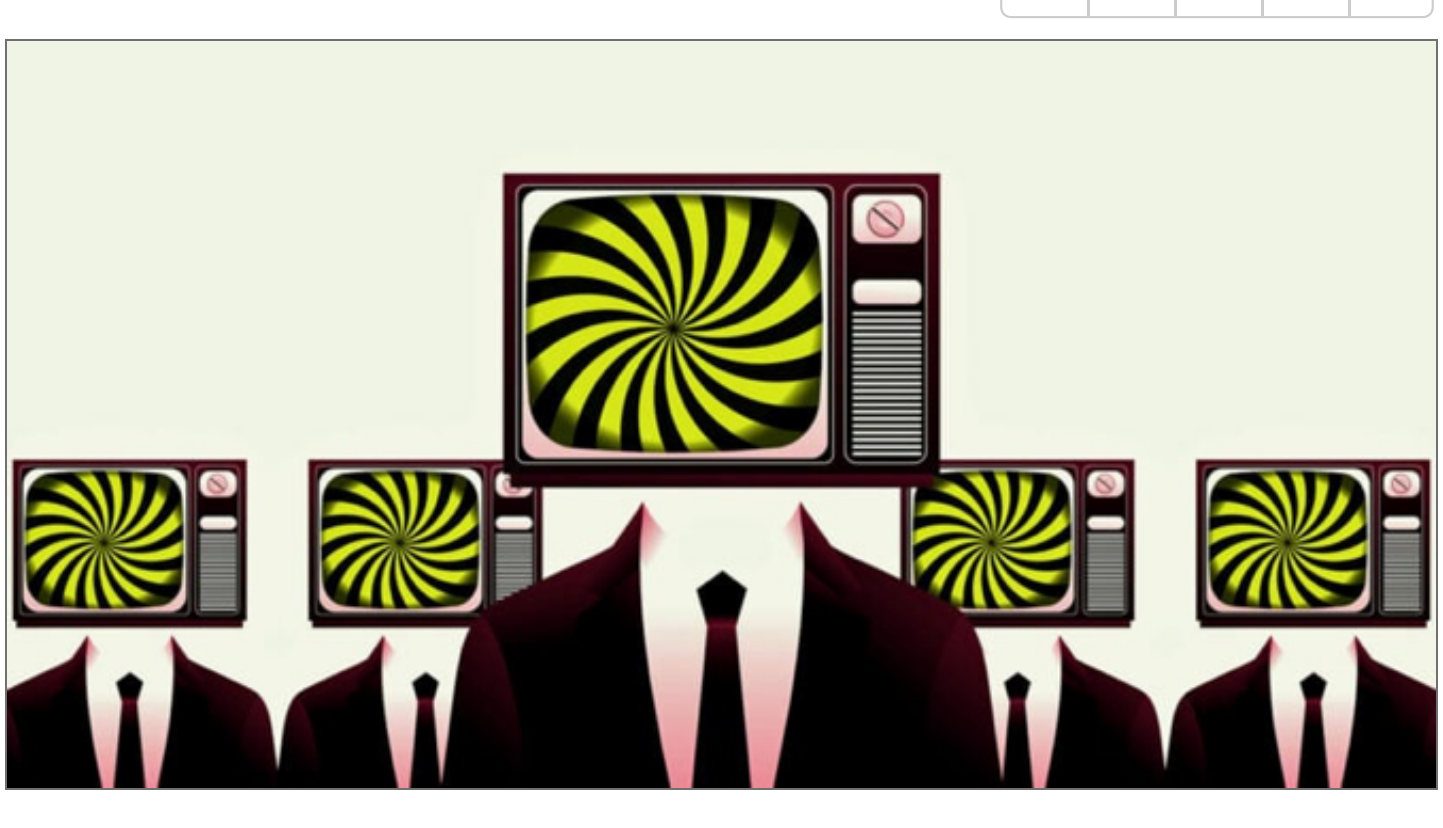
A Handful of Giant Corporations Control the Global Propaganda Machine

The world's four largest advertising holding companies — Publicis Groupe, WPP, the Omnicom Group and the Interpublic Group — are deeply interlocked with the corporate media, the military-industrial complex and global policymakers.

By **Dr. Joseph Mercola**

13



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Story at a glance:

- PR firms and ad agency holding companies are a central cog in the global propaganda machine. They make sure the same message is distributed in many different places in a cohesively timed fashion.
- An estimated two-thirds to 80% of the content broadcast and published by corporate media comes from public relations firms such as these four. In other words, most so-called mainstream media "news" is propaganda.
- The four largest ad-holding companies in the world are the Publicis Groupe, WPP, the Omnicom Group and the Interpublic Group, and all are deeply interlocked with the corporate media, the military-industrial complex and the policymakers.
- A handful of private investment companies dominate every aspect of our lives and own everything we spend our money on. The two largest ones are Vanguard and BlackRock. Vanguard and/or BlackRock are also among the top 10 shareholders in the four largest ad agency holding companies.
- The 1% of the world's wealthiest people provide the ideological justification that is driving the implementation of The Great Reset worldwide. The term academia uses to describe this globalist cabal is "The Transnational Capitalist Class" or TCC.

In her book "One Idea to Rule Them All: Reverse Engineering American Propaganda," Michelle Stiles reveals how the American public (and indeed the global population at large) have been indoctrinated and conned by public relations (PR) companies that run the globalist cabal's propaganda campaigns. I will be interviewing Michele shortly for this book.

The PR agency creates a global media plan for a given client. It decides the articles to be written and where they're to appear. It then decides where ads will run and when.

So, while drug companies appear to have a rather direct influence over media, it's really the PR firms that wield the greatest control, especially when it comes to the organization of it all.

They make sure the same message is distributed in many different places in a cohesively timed fashion. As such, PR companies are a central cog in the global propaganda machine and need to be understood as such.

On a side note, there are two designations for PR companies: public relations firms and ad agency holding companies. Ad agency holding companies do public relations but are primarily ad agency based.

THE WEB OF PLAYERS TRYING TO SILENCE THE TRUTH
13:36

A Russian nesting doll model of the world

As detailed in "Who Owns the World?" a handful of private investment companies dominate every aspect of our lives and own everything we spend our money on, from food and beverages to clothing, travel, housing and just about everything else you can think of.

While there appear to be hundreds of competing brands on the market, like Russian nesting dolls, larger parent companies own multiple smaller brands. In reality, all packaged food brands, for example, are owned by a dozen or so larger parent companies.

These parent companies, in turn, are owned by shareholders, and the largest shareholders are the same in all of them: Vanguard and BlackRock. These institutional investors also own each other.

They're shareholders in each other's companies, which erodes the concept of competition and strengthens the global monopoly even further.

Four ad-holding companies dominate the media landscape

The four largest ad holding companies in the world are currently the Publicis Groupe, WPP, the Omnicom Group and the Interpublic Group, and Stiles notes, all are "deeply interlocked with the corporate media, the military-industrial complex, and the policy elites."

Each agency, in turn, has smaller subsidiaries and affiliates, again giving us the illusion that there are far more players than there really are.

And, as with everything else, Vanguard and/or BlackRock are among the top 10 shareholders in these top four ad holding companies. They also own major media companies, and the largest drug companies.

For clarity, in her book, Stiles lists the top three as WPP, Omnicom and Interpublic, but as of November 2021, Publicis surpassed WPP in terms of market value, nabbing the No.1 spot as the world's largest ad holding company.

WPP still has a larger annual revenue, though. That said, all four boast multibillion-dollar annual revenues.

In 2022:

- London-based WPP, which has agencies in 112 countries, made $17.847 billion. Noteworthy clients include Amazon, Microsoft, NBC, Healthline, the World Economic Forum and Pfizer.
- Publicis made $14.957 billion serving clients within the technology, pharmaceutical and banking industries.
- New York City-based Omnicom made $14.289 billion from its 200+ agencies, which serve more than 5,000 corporate brands, universities, nonprofits and nongovernmental organizations (NGOs).
- The Interpublic Group's revenue was $10.928 billion, and its clientele includes the U.S. Army, ABC, Columbia Records, Unilever, U.S. Bank, Facebook and ExxonMobil, just to name a few.

According to Stiles, an estimated two-thirds to 80% of the content broadcast and published by corporate media comes from public relations firms. In other words, most so-called mainstream media "news" is propaganda.

Remarkably, when you add the revenues of these top four ad holding companies together, it's still below $60 billion, which seems a modest price to control up to 80% of the global mainstream media landscape. Clearly, it's money well-spent, from the globalist's perspective.

The transnational capitalist class

As noted by Stiles, the term academia uses to describe this globalist cabal is "The Transnational Capitalist Class" or TCC.

"They are 1% of the world's wealthiest people who provide the ideological justification driving desired actions to be implemented worldwide in pursuit of their shared interests through transnational governmental organizations," she writes.

She goes on to cite sociologist Peter Phillips' book, "Giants: The Global Power Elite," in which Phillips details:

> "The vast web of interconnectedness of the 17 giant investment firms managing in excess of $43 trillion in capital, who are themselves cross-invested with each other, the near giants … and have ownership stakes in the top 1,500 corporations spanning the globe, giving them enormous power in corporate board rooms across the planet.
>
> "Leaders of these firms meet together at various policy-making conferences throughout the year to network, strategize and finalize recommendations in the form of reports and whitepapers that heavily influence worldwide geopolitics …
>
> "If you still live in the dark ages thinking there is no intertwined global elite controlling and overpowering the sovereignty of nation-states and dominating the ideological landscape, take the time and read Phillip's book. It's a reality check as bracing as a cold shower …
>
> "Philips profiles 389 of the world's most powerful players in capitalism … It's a very small ecosystem of entwined connections, financial overlap, elite prestige and message control which they inhabit …
>
> "There are integrations, cross integrations, partnerships, overlap of leadership and constant networking among the 1%. This is evident. So far, an obvious but overlooked question is: If a deeply complex geo-political and ideological web has already been established, who are the weavers and what are they up to? Who is responsible for the organization on such a grand scale?
>
> "People who study these types of things have many names for the weavers: 'The Deep State,' 'The 1%,' 'The Elites,' 'GloboCap,' 'The Powers That Be,' or simply 'Globalists.'
>
> "It is likely that the true leaders will always remain hidden, and the leaders profiled in Phillips' book are more or less figureheads fronting for controllers behind the scenes.
>
> "Remember, wolves don't go announcing themselves to the general public. If things go awry, their anonymity protects them. In the end, knowledge of the names is not as important as understanding the systematic game of 'winner take all' that they are playing."

But for all their private meetings, the globalists would not have been able to build this hidden monopoly where they own everything, were it not for their control of the media.

They hid their control of the media pretty well for a long time, but during COVID-19, the lockstep word-for-word regurgitation of nonsense and easily confirmed lies revealed there was, without a doubt, a top-down organization to the madness.

Here, Publicis appears to be a top candidate as the primary string-puller, seeing how its partnered with the World Economic Forum, which is leading the call for a "reset" of the global economy and a complete overhaul of our way of life.

U.S. Government spends billions on propaganda

While private interests are at the center of the globalist cabal or Deep State, it's a mistake to think that governments aren't participating in their plans — or their propaganda.

As reported by Stiles, between 2007 and 2015, the U.S. federal government spent more than $4 billion on public relations services, plus another $2.2 billion for polling, research, and market consulting services. Why does a government "of the people, by the people, for the people" need all this PR?

In short: to indoctrinate the public with the globalists' narratives and points of view.

"Building trust takes time because character is only revealed through action," Stiles notes, and this is well-known to con artists and propagandists alike. Without a certain level of trust, a con won't work, and we are now discovering that the globalist cabal has spent decades orchestrating a con so big many still cannot believe it. They've infiltrated academia, science and just about every branch of government, and not just in the U.S.

In a functioning system, mainstream media would have alerted us to the game plan and exposed the liars and the frauds along the way. But they didn't, and the reason they didn't is that mainstream media are no longer free to report the truth.

It's been captured by the globalist propaganda machine and its primary function is to broadcast the narratives created by PR companies on the cabal's behalf.

"Propaganda is a rich man's sport," Stiles writes.

> "Imagine with piles of money you can purchase 'trust,' enabling you to monopolize ideas. Your ideas at the top of the food chain ensure continued market dominance and financial leverage over a manipulated citizenry.
>
> "You are going to do this in various ways; creating foundations that will 'donate' large sums of money to organizations you would like to influence, sponsoring organizations that influence national and global leaders and by creating nonprofit organizations that can promote your message while appearing independent.
>
> "This takes decades, but you're a patient person. After all, global ideological dominance shouldn't happen overnight. When sufficient entities exist or have been captured — the average citizen is subject to the finest pseudo-reality that money can buy.
>
> "It's a diabolical achievement — the corruption and take-over of the ideological free market. Your ideas saturate the landscape, and your helpless victims struggle to triangulate 'truth,' trapped in a literal spider's web of interconnected and well-financed authoritative voices and entities."

The creation of an idea syndicate

Stiles goes through the various ways in which the globalists technocrats and transhumanists managed to create an "idea syndicate" where their ideas always get top billing. One way has been through the capturing of societal influencers through the lures of "grants and the promise of appointments, publications and prestige."

This strategy has resulted in people of low integrity and morals taking center stage — most are basically people willing to sell out — while simultaneously throttling the influence of independent thinkers who cannot be bought.

Another highly effective strategy is to "control the realm of ideas by lavishly funding certain themes and narratives while selectively starving others slated for extinction," Stiles writes.

This is routinely done through charitable foundations. Through "charity," the cabal can fund the ideas that the TCC endorses while simultaneously starving out opposing ideas and ideals.

As noted by Stiles:

> "The true threat of the foundations lies 'in their ability to provide war chests in the battle of ideas,' picking winners and losers and corrupting the free-flowing ideological landscape …
>
> "Those ideas that are nonconformist, unconventional or simply do not comport with the dominant ideology espoused by the foundation trustees would be left to wither on the vine, having little reach or power to influence.
>
> "Much of what is called 'truth' today is supported by 'research.' 'The research says' is the essence of supposed objectivity and the backbone of a superior argument leaving the fellow without research in the dust.
>
> "The logic is as follows: All worthy ideas get funding for research; your ideas have no supporting research; therefore, your ideas are inferior.
>
> "As you can easily see, all ideas do not have equal opportunity to advance if the control lever of funding is biased.
>
> "With this scheme in place, entire intellectual flotillas of specialized science could be created and used to commandeer social policy, legislation, and judicial rulings by directing the money spigots flowing into academia …
>
> "Foundation control of monies to academia can be thought of as a chokehold on the seedbed or ideological germination center targeting idea creators and their livelihood."

The third way to create an idea syndicate is through front groups — third-party organizations that claim to be independent but are really agents of and for a particular agenda.

> "With enough money, front groups can afford to scheme up designer truth hot off the assembly line to support literally any platform," Stiles writes, adding, "Thanks to billions of dollars spent through foundations, public relations firms and the third-party technique, Americans are literally swimming in a sea of manufactured truth."

Controlling competing views

So, to summarize, maintaining control over ideas and prevailing narratives involves both the monopolization of ideas and the simultaneous suppression of competing views, and PR companies and media perform both functions.

As noted by Stiles, even when media present opposing views, they do so very carefully. "Truth that has the power to unseat the illusion of democracy will have a firewall erected against it," and media simply will not cross that firewall, no matter how "neutral" they pretend to be.

ChatGPT weighs in on potential dangers of PR firms

In closing, and just for fun, a member of my team recently asked ChatGPT to "write a story about the potential dangers of how the top three ad holding companies, which also act as public relations firms, can influence news coverage about pharmaceutical products, similar to how Bill Gates could use his foundation's money to influence the World Health Organization and media organizations to influence the coverage of global health, and potentially benefit from his own pharmaceutical investments."

The carefully engineered prompt for the AI allowed a response that reveals the kernel of truth that even the radicalized programmers at OpenAI could not filter out.

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Dr. Joseph Mercola

Dr. Joseph Mercola is the founder of Mercola.com.

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This is a very wellknown story, how the elite of the NWO made this plan decades ago... And with famous crimes like the one happened with Robert Maxwell in 1991 in Tenerife coast ....
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OLIVIA CAMRON
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The person or thing at the very top is Satan .
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ogam5 → OLIVIA CAMRON
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.....there's **NO** 'Satan' - or ***more*** accurately, **Set[h]an/khamen**; *other* ostensibly-malevolent denizens / archetypes existing **separate** from those etherally / 'energetically' constructed (BY humans, for ***millennia*** now - to **yes**, take on a life of their own; only terrified creatures gripped with subconscious primal FEAR, of **grave *loss*** - but JUST as **easy** to literally, DISPEL; disperse..... ***we*** - SOME of us, anyhow - create **THEIR** monsters ***FOR*** them....**NEED** to have ***MUCH*** greater faith in **OURSELVES**; humanity at large).
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Madcows → ogam5
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Satans greatest victory was convincing the world he didn't exist
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kaoshispano → Madcows
2 days ago
THAT is one of the biggest trues of this MOMENT Apoc
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Madcows → OLIVIA CAMRON
3 days ago
The media personalities are satan's children.
Satan is the father of lies. And there is not a single truth that emits from their mouths
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WNR → OLIVIA CAMRON
3 days ago
Or something very similar.
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Jerry Alatalo
2 days ago
Dr. Joseph Mercola - admirably, reliably and consistently - produces articles which illustrate his prominent position among the most pugnacious, truthful, "hard-hitting" world affairs analysts of this generation on Earth..

Some are so bold as to compare Dr. Mercola, after assessing his profound long-running body of journalistic work, to the late, great boxing champion Muhammad Ali. Boldness was an honored personal character trait of Muhammad Ali, perhaps best remembered with Ali's decision to reject induction into the U.S. military during the catastrophic Vietnam War, sacrificing his prime boxing/athletic years and millions of dollars of income in the process, all the while enduring vicious, spiteful, irrational attacks against his ultimately-proven-noble character.

When the COVID/mRNA injection mass murder crime spree becomes mercifully brought to its conclusion inside courtrooms all across the Earth, and the perpetrators receive their righteous, just, morally-appropriate punishment(s), Dr. Joseph Mercola will become remembered for all time as one of the most potent fighters for good on the front lines - in the greatest spiritual war between good and evil ever fought on planet Earth...
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Voyt Regnal
4 days ago edited
Nothing is here about :

-Marcel Bleustein-Blanchet was the founder of Publicis Groupe.
He was the son of Abraham Bleustein, a poor Russian-Jewish in northern Paris.

Martin Stuart Sorrell is a British businessman and the founder of WPP . Was born in London to a Jewish family.

Allen G. Rosenshine is an American the founding chairman (1986-1989) of the Omnicom Group,...all info available at WIKI.

I could not find anything about The Interpublic Group, no names.

Three out of four..now we know who controls propaganda.

BTW: the mentioned book from Nov. 2022 has only NINE (9) ratings at Amazon... but I recommend reading reviews.
1 0 Reply • Share ›

Arum → Voyt Regnal
2 days ago
Just check out the Interpublic Group of Companies, IPG and IPG Cos. Lots of info on duckduckgo.
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Yelena Davidova
3 days ago
Optum seems to be rapidly destroying Medicare and is gobbling up and destroying many health care facilities. The Justice Dept lost a case last year trying to stop Optum from buying a large insurance or healthcare facility. The only media sounding the alarm on Optum seems to be The Examiner News. Could the Defender also start tracking this concerning almost monopoly and its destruction of healthcare and patients the Examiner News said that there were more readers and response to the series on Optum than they had had for any articles over the past 20 years. People are suffering badly from Optum decisions and deliberate mess making
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ogam5
4 days ago edited
.....**highly** recommend seeking out the following video presentations: Spanish author Cristina Jiminez Martin's report to Reiner Fuellmich exposing systematic Bilderberg Group machinations and indicts among others, **Matthias Dopfner**, effective **heir** to ***Robert Maxwell's*** Axel Springer publishing (a cause for GREAT concern as to the scientific viability of journals like **Nature**) a documentary called 'Coronagate' that exposes more than ANY other yet perhaps, precisely WHO in Europe has been pulling ***primary*** (no pun intended) 'strings' (though maker's dismissal of Rockefeller-Rothschild machine, is NOT ***well***-articulated) and Gillen's 'Monopoly' - Who Owns The World?'

We also know that 'ANSER', RTI, SAIC / Leidos contributed ***significantly*** to their global propaganda effort.....
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